GRANT COUNTY TOURISM RESOURCE COMMITTEE GRANT

Guidelines

INTRODUCTION

The Grant County Tourism Resource Committee is in charge of County publicity, development of recreation and attraction of industry to the County. The Committees revenue sources include annual appropriations from the Committees budget.

GRANT PROGRAM

The purpose of the grant program is to assist Grant County based organizations in promoting a positive image to potential visitors, generate overnight visits, extend visitor stays and create a desire to return. Consideration shall be given to new and expanding projects, festivals, sports tournaments, conventions, cultural arts and special events benefiting Grant County and the region.

This is a competitive application, based on limited resource dollars and the size of the grant award is capped at $2,500.00, per application cycle. The grants are reviewed bi-annually by the Tourism Resource Committee at the direction of the Grant County Board of Supervisors.

ELIGIBILITY
- Any business organizations, volunteer managed organizations or individuals.
- All organization(s) or individual(s) must have a Federal Tax ID Number.
- Projects must have a significant impact of businesses located in Grant County and the region.

APPLICATION GUIDELINES
- The Tourism Resource Committee grants must be matched on a dollar-for-dollar basis. Matching funds include cash contributions, in-kind contributions or a combination of both.
- In-kind services include contributions of space, materials, loaned equipment and donated professional services, calculated on a local wage scale acceptable to the Tourism Resource Committee.
- Grants can be used for marketing the project to promote tourism.
- Grants can be used for project development to promote tourism.
- Choose the funding category best suited to your event.
- Applications must be legible and signed by applicant.
- Only complete applications will be considered.
- All projects and events must create a positive image of Grant County, the Tourism Resource Committee and the Grant County Board of Supervisors.

REVIEW CRITERIA
- Projected tourism impact, including visitor spending and room night generation.
- Level of community impact and public benefit.
- Uniqueness of project or event.
- Quality of the proposed project or event.
- Evidence of careful financial planning.
- Evidence of need and sustainability.
- Nourishes artistic expression & development.
- Enhances enjoyment and understanding of Arts & Culture.
- Preference will be given to projects/events that have not previously received a grant.

APPLICATION PROCEDURES
- Projects, Special Events, Cultural Arts, and Tourism Grants are reviewed twice a year. **Application deadlines are January 9, 2015 and July 10, 2015.**
- All applications must be received by the application deadline date to be considered; Future deadline dates are January 9, 2016 and July 9, 2016.
- The Tourism Resource Committee and/or Committee appointees review applications and clarify areas as needed with applicant.
- The Tourism Resource Committee and/or the Committee appointees review evaluate and approve applications, completing a standard rating form.
- Scoring Criteria Includes: visitor draw, reach of advertising, potential for overnight/extended stays, growth potential, need for funding, quality of planning, completeness of application, and adherence to guidelines.
- Written notification is forwarded to applicant following the Tourism Resource Committee vote. Applicants are informed of their funding status approximately six weeks after the application deadline, upon submission of all required follow-up criteria; the Tourism Resource Committee will award payment.
- The Tourism Resource Committee reserves the right to accept or reject any or all applications. All decisions are final.

ATTENTION!
THE TOURISM RESOURCE COMMITTEE REQUIRES
THE 'SUMMARY REPORT FORM' TO BE SUBMITTED
WITHIN 30 DAYS OF PROJECT COMPLETION.

IF THE REPORT IS NOT RECEIVED, YOU WILL BE INELIGIBLE FOR FUTURE GRANTS.

INELIGIBLE ORGANIZATIONS & PROGRAMS
- Organizations that discriminate because of race, color, creed, gender, national origin or limited participation.
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation.
- Staffing/administrative purposes.
- Individuals and organizations which have not fulfilled all previous grant administrative guidelines.
- Fraternal organizations, churches of church-related groups with proposals which promote religion or an individual doctrine.
- Organization(s) or individual(s) that do not have a Federal Tax ID Number or are not registered as a non-profit.

GRANT COUNTY TOURISM RESOURCE COMMITTEE GRANT

Application

Introduction: The Grant is a competitive bi-annual grant program designed to assist nonprofit organizations, volunteer managed organizations, and individuals seeking supplementary support. Proposals may encompass performing arts, visual media, literary arts, folk art, festivals, artist series, cultural programs of preK-12 schools, cultural traditions and public art programs. Grant-supported activities must culminate in tangible services presented to the community such as exhibitions, concerts, touring productions, festivals and/or publications. Public access to some aspect of the project/event is a requirement of the grant, however admission may be charged. Additional consideration will be given to cultural projects/events that nourish artistic expression and development, enjoyment and understanding of arts and culture, and enhance the tourism industry through creative innovative planning and marketing. **Incomplete applications will be returned.**

Organization Name: _____

Address: _____

City, State, Zip: _____

Name of Event/Project: _____

Date(s) of Event/Project: _____

Contact Person: _____

Phone Number: _____

Email Address: _____

Purpose of Organization: _____

Location of Event/Project: _____

Type of Event/Project: (Festival, Cultural, Performing Arts, Other: _____)

Signature: _____   **Date:** _____

FUND ELIGIBILITY CHECKLIST
Please complete this section before proceeding

_____Application is submitted by a nonprofit or volunteer organization, or individual artist.
_____This project will show a favorable impression of Grant County and the region.
_____Grant Amount Requested = $_____(g) from 'Budget Form'
_____Total Eligible Costs = $_____(b) from 'Budget Form'
_____This project/organization has received previous grants.
_____Number of previous grants received: _____Total amount of grants = $_____

Applicants who have met the above criteria for funding may proceed with the remainder of the application. Assistance will be given to anyone requesting it by calling the Grant County UW-Extension office at (608) 723-2125.

On a separate piece of paper, please respond to the following questions. Event/Project description should not exceed four pages.

1. Briefly describe the purpose of your organization; what your organization provides to the community; the group of people you are targeting.

2. Describe your event/project: Be sure to include <u>who</u>, <u>what</u>, <u>where</u>, <u>when</u>, and <u>how</u> activities will take place.

3. Explain how your event/project benefits the community and your organization. Specify whether your event/project is a first time event/project, annual event/project or an on-going program.

4. What geographic area(s) are you bringing participants from?

5. How will this event/project make the arts more accessible to the general public?

6. Explain the resulting impact on your event/project if the requested funding is denied.

7. Please complete the attached budget form. Budgets not provided on this form will not be considered. Budget reflected should be for the project only.

Please review and adhere to the criteria for funding grant requests as found in the Special Events/Projects Grant – Brochure. Follow the guidelines for funding and also carefully note the ineligible organizations and programs that will not be considered.

Funding scores are greatly enhanced when the criteria are met and the application format is followed. If you have any questions please call the Grant County UW-Extension Office at (608) 723-2125.

<div align="center">

The Grant County Tourism Resource Committee
Youth and Ag Center
916 East Elm Street, Suite A
Lancaster, WI 53813

(608) 723-2125 Office
(608) 723-4315 Fax

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GRANT COUNTY TOURISM RESOURCE COMMITTEE GRANT

Budget Form

<div align="center"><u>Proposed Budget</u></div>

<u>Revenues</u>   <u>Total</u>

1. Other Grants & Financial Donations: _____

    number of   *estimated*
    hours   *value*

2. In-Kind: *total volunteer hours* **=** [_____] **x** [_____] **=** _____

3. Event/Project Revenue (i.e. ticket sales):   _____

4. Total Revenues: _____ **(a)**

<u>Expenses</u>

5. Direct Event/Project Expenses (total eligible costs):   _____ **(b)   Must be at least double (g)**

6. Administrative Expenses (not eligible costs):   **(c)**

7. Total Event/Project Expenses: _____ **(d) = (b) + (c)**

8. **<u>Gross Profit:</u>**   **(e) = (a) - (d)**

9. **<u>Net Income:</u>**   _____ **(f) = (e) - (c)**

10. **<u>Total Grant Request:</u>**   _____ **(g)**

<u>Economic Impact Projection:</u>

11. Total Number of Room Nights Generated (anticipated)   **(h)**

12. Other (Describe):

    _____

    _____

    _____

    _____

    _____

    _____

    NOTE: Please list N/A for any items not applicable to your event.
    Last Updated: 06/06/2013

GRANT COUNTY TOURISM RESOURCE COMMITTEE GRANT

Payment Request Form

Organization Name: _____

Address: _____

City, State, Zip: _____

Name of Event/Project: _____

Date(s) of Event/Project: _____

Contact Person: _____

Phone Number: _____

Email Address: _____

Amount Awarded: _____

I, _____ hereby request the release of funds listed above.
(Designated authority of organization)

Signature: _____   **Date:** _____

Mail To:

Youth and Ag Center
916 East Elm Street, Suite A
Lancaster, WI 53813

For Questions:

UW Extension Grant County
Todd Johnson , Community Resource Development Agent
(608) 723-2125, todd.johnson@ces.uwex.edu

GRANT COUNTY TOURISM RESOURCE COMMITTEE GRANT

Summary Report Form

Organization Name: _____

Address: _____

City, State, Zip: _____

Name of Event/Project: _____

Date(s) of Event/Project: _____

Report Submittal Date: _____

(Needs to be within 30 days of Event/Project Date)

Contact Person: _____

Phone Number: _____

Email Address: _____

Revenues:

1. **Grant Amount:** _____

2. **Event/Project Income:** _____

3. **Total Revenues:** _____ (a)

Expenses:

4. **Direct Event/Project Costs:** _____ (b)

5. **Administrative Costs:** _____ (c)

6. **Total Event/Project Costs:** _____ (d)= (b) + (c)

Economic Impact:

7. **Gross Profit:** _____(e)= (a) - (d)

8. **Number of Attendees:** _____

9. **Total Number of Room Nights Generated:** _____

10. **Other Economic Impacts (describe):** _____

_____

Key Project Successes:

_____

_____

_____

_____

_____

_____

Lessons Learned:

_____

_____

_____

_____

_____

Please attach all receipts for costs directly associated with the above event/project and submit to:
Youth and Ag Center
916 East Elm Street, Suite A
Lancaster, WI 53813

For Questions:
UW Extension Grant County
Todd Johnson , Community Resource Development Agent
(608) 723-2125, todd.johnson@ces.uwex.edu